MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, SESSION 2015/2016**

## MLA1113 – MEDIA AESTHETICS

(All Sections / Groups)

09 MARCH 2016
2.30 PM – 4.30 PM
(2 Hours)

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**INSTRUCTION TO STUDENT**

1. This question paper consists of TEN (10) pages including this page. This paper contributes 40% to your final marks for the subject.

2. The duration of the examination is 2 hours (120 minutes) only.

3. This question paper consists of THREE sections:
   **Part 1 True or False** - Answer **ALL** questions
   **Part 2 Multiple Choice** - Answer **ALL** questions
   **Part 3 Short Essays** - Answer only **THREE** of **SIX** questions

4. Please print **ALL** your answers clearly in the **ANSWER BOOKLET** provided.

## Part 1 TRUE or FALSE

**(10 x 2) 20%**

*Answer all questions in this section and print your answer clearly in the* ***Answer Booklet.***

1. The three main branches of philosophy are Ontology, Ethics and Epistemology.

   **TRUE OR FALSE?**

   (2 pt)

2. Leading British aesthete of the 19th century, Oscar Wilde suggested four doctrines of new aesthetics. One of them was, "Art always expresses anything but itself."

   **TRUE OR FALSE?**

   (2 pt)

3. One of McLuhan's famous quotes is "We become what we behold. We shape our tools and then our tools shape us".

   **TRUE OR FALSE?**

   (2 pt)

4. Perspective : a pictorial system for creating the illusion of 3-D space and objects on a 2-D surface.

   **TRUE OR FALSE?**

   (2 pt)

5. Objectivist Aesthetics proposes a synthesis of reason, experience, culture and context as basis of aesthetic standards.

   **TRUE OR FALSE?**

   (2 pt)

**Continued .....**

6. Aesthetics is a branch of philosophy, which studies sensorial-emotional values.
**TRUE OR FALSE?**
(2 pt)

7. What gives the works of art a magical AURA is it's authenticity, originality, uniqueness, irreplaceable, and most of all, it's unreproducibility. In other words, it cannot be copied or reproduce mechanically.

**TRUE OR FALSE?**
(2 pt)

8. Benjamin said "Magician and surgeon compare to cameraman and painter. The cameraman maintains in his work a natural distance from reality, the painter penetrates deeply into its web."

**TRUE OR FALSE?**
(2 pt)

9. Converting data into a numerical representation is called "digitization".

**TRUE OR FALSE?**
(2 pt)

10. According to Manovich, the general principles underlying new media are Numerical Representation, Modularity, Automation, Variability and Transcoding.

**TRUE OR FALSE?**
(2 pt)

**Continued .....**

## Part 2 MULTIPLE CHOICE

**(10 x 2) 20%**

*Answer all questions in this section and print your answer clearly in the* ***Answer Booklet.***

1. In his landmark essay *The work of art in the age of mechanical reproduction*, Benjamin wrote, "The _____ maintains in his work a natural distance from reality, the _____ penetrates deeply into its web. There is a tremendous difference between the pictures they obtain."

A. sculptor, architect
B. painter, cameraman
C. cameraman, painter
D. architect, sculptor
E. journalist, author

2. McLuhan explains, "I have insisted that any new structure for codifying experience and moving information, be it alphabet or photography, has the power of imposing its structural character and assumptions upon all levels of our private and social lives – even without benefit of concepts or of conscious acceptance…That is what I've always meant by "_____."

A. medium is the message
B. money is the message
C. message is the medium
D. content is the message
E. medium is the content

3. From a photographic negative, for example, one can make any number of prints; to ask for the "_____" print makes no sense.

A. fake
B. multiple
C. authentic
D. small
E. unique

**Continued .....**

4. "It's why they have to kill in order to find out whether they're real. This is where the violence comes from. This meaningless slaying around our streets is the work of people who have lost all _____ and who have to kill in order to know if they're real or if the other guy's real," said McLuhan.

A. faith
B. hope
C. identity
D. mind
E. patience

5. Trancoding - New media in general can be thought of as consisting of two distinct layers – the "_____ layer" and the "_____ layer".

A. analog, digital
B. single, double
C. distinct, discreet
D. cultural, computer
E. physical, spiritual

6. All new media objects, whether created from scratch on computers or converted from analog media sources, are composed of digital code; they are _____.

A. modularity
B. variability
C. numerical representation
D. automation
E. transcoding

**Continued .....**

7. McLuhan said "Today, the instantaneous world of electric information media involves all of us, all at once. Ours is a brand-new world of all-at-oneness. _____, in a sense, has ceased and _____ has vanished."

A. Sound, space
B. Space, time
C. Time, space
D. Present, future
E. Light, sound

8. Works of art are received and valued on different planes. Two polar types stand out; with one, the accent is on the _____value; with the other, on the exhibition value of the work.

A. cult
B. money
C. unique
D. high
E. rich

9. _____ - To put it simply, it means that new media objects can be created and modified automatically.

A. Automation
B. Numerical representation
C. Transcoding
D. Modularity
E. Variability

10. In 1964, McLuhan exclaimed, "In the electric age we wear all mankind as our _____"

A. head
B. skin
C. hand
D. mind
E. leg

**Continued .....**

**Part 3 Short Essays** **(3 x 20) 60%**

*Attempt **only THREE (3) of the following SIX (6)** questions.*
*Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.*

**Question 1:**

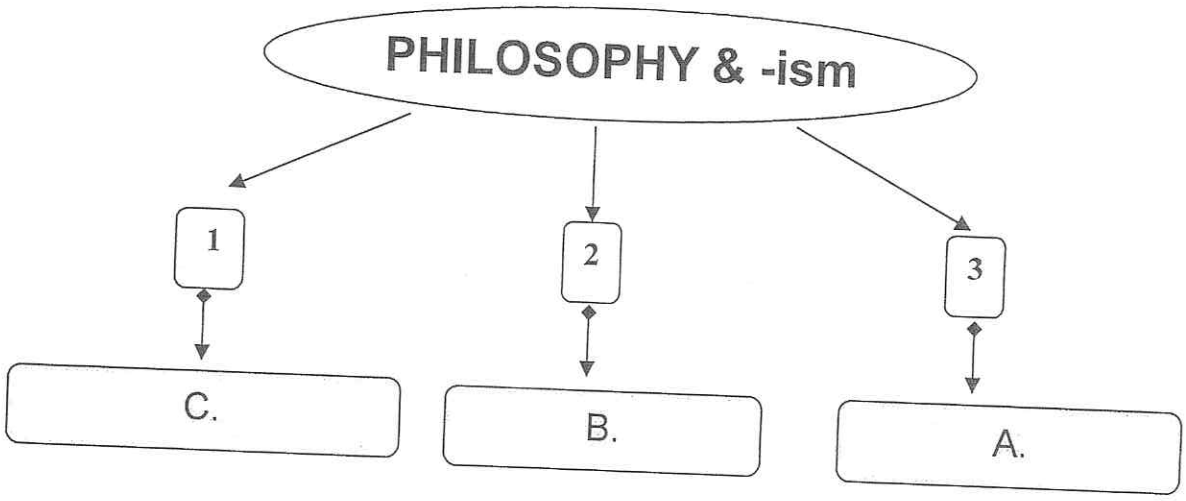
a) What does the word **'Philosophy'** stands for in Greek?

b) Fill in the **3 sub-branches** in Box **1, 2** and **3** in the following diagram on Philosophical Branches.

c) Explain what you understand of the **3 main branches of philosophy** (Ontology, Ethics and Epistemology) and the subsequent **3 sub-branches.**

(20 pts)

**Philosophical branches**




**Continued .....**

**Question 2:**

In the documentary "*Ways of Seeing*", John Berger refers to concepts developed by Walter Benjamin for his discussion on modern technologies, such as the broadcast television, printing and photography and the impact on traditional artwork.

a) Discuss your understanding of the following terms: i) **Image as Information**, ii) **Reproduction**, iii) **Manipulation**; in the context used by John Berger.

b) Provide examples to illustrate your points. Explain how and what are the impacts and consequences.

(20 pts)

**Question 3:**

*The Man with the Movie Camera, The Man with a Camera, The Man with the Kinocamera*, or *Living Russi*a is an experimental 1929 silent documentary film, with no story and no actors. It was filmed by a Soviet director Dziga Vertov, edited by his wife, Elizaveta Svilova. Working within a Marxist ideology, Vertov strove to create a futuristic city that would serve as a commentary on existing ideals in the Soviet world. This artificial city's purpose was to awaken the Soviet citizen through truth and to ultimately bring about understanding and action.

**a)** Compare, contrast and discuss your understanding of the key ideas and differences of two aesthetic approaches of **Objectivist** and **Subjectivist Aesthetics.**

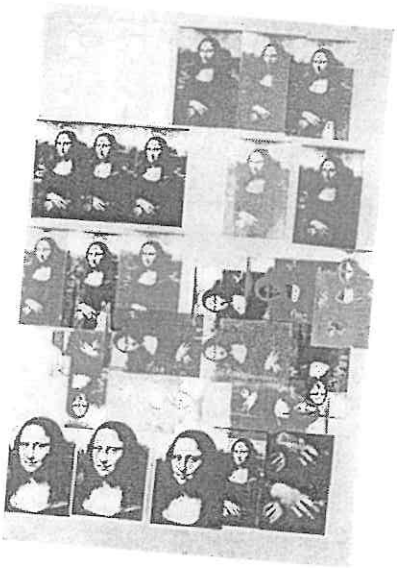
b) Provide a **corresponding art movement** to discuss your understanding of each of the aesthetic approaches. You may use illustrations to support your discussion.

(20 pts)

**Continued .....**

**Question 4:**

*Artist: Leonardo Da Vinci*
*La Gioconda (The Mona Lisa), oil on canvas,*
*1503-06, Musée du Louvre, Paris*



*Artist:Andy Warhol*
*Mona Lisa, Serigraph,*
*1963 New York, Eleanor Ward Coll*
*from Corbis*

***"The situations into which the product of mechanical reproduction can be brought may not touch the actual work of art, yet the quality of its presence is always depreciated. This holds not only for the art work but also, for instance, for a landscape which passes in review before the spectator in a movie. In the case of the art object, a most sensitive nucleus – namely, its authenticity – is interfered with whereas no natural object is vulnerable on that score. The authenticity of a thing is the essence of all that is transmissible from its beginning, ranging from its substantive duration to its testimony to the history which it has experienced. Since the historical testimony rests on the authenticity, the former, too, is jeopardized by reproduction when substantive duration ceases to matter. And what is really jeopardized when the historical testimony is affected is the authority of the object."***

~ excerpt taken from The Work of Art in the Age of Mechanical Reproduction by Walter Benjamin

Read the above paragraph carefully.

a) What was Walter Benjamin talking about? Please explain this concept in your own words.
b) Discuss and elaborate your understanding by using the images given above.

(20 pts)



**Continued .....**

**Question 5:**

a) Discuss your understanding of **the aesthetics value of 'Expression'** and **the freedom and creativity of such expression for the self and for society.**

b) Explain how and why it is an important issue in our contemporary world. You could refer to your community, culture, and society or country's perspectives as reference.

(20 pts)

**Question 6:**

Lev Manovich listed in his book, Language of New Media, the general principles of new media. They are **Numerical Representation, Modularity, Automation, Variability**, and **Transcoding**.

a) Define and discuss these new media principles in your own words.

b) Give relevant examples for each principle by using your own digital artworks e.g. animations, websites, digital installation artworks, product designs, virtual spaces, and others.

(20 pts)

**End of paper**